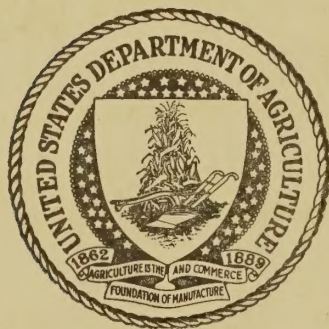


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## When You Introduce a Speaker

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Remember that your purpose as an introducer is to help both the speaker and the audience get off to a good start by creating harmony between them; to help the audience and the speaker feel at ease with each other.

If possible, before the meeting, become acquainted with the speaker.

Make sure that what you say is a result of forethought and not afterthought. Answer four simple questions in organizing the facts obtained about the audience, the speaker, the subject, and the occasion:

Why this subject?

Why this subject before this audience?

Why this subject before this audience at this time?

Why this subject before this audience at this time by this speaker?  
(See Borden: pp. 36-37)

Be Brief: Avoid giving a preview of the speaker's message.

Be considerate: Avoid (1) embarrassing the speaker by overenthusiastic predictions of the treat that awaits the audience; (2) exaggerations concerning the speaker's qualifications.

Be heard: Speak clearly and distinctly so that both the audience and the speaker hear what you say.

Be accurate: Avoid erroneous statements concerning subject, speaker, audience, and occasion.

Be natural: Avoid stale and stilted phrases.

Be cheerful: Use appropriate, humorous, illustrative stories; avoid jokes that misfire or backfire.

These suggestions concerning "how to effectively introduce a speaker" are emphasized by most so-called authorities (including the listeners) on public speaking.

### Practical References:

Borden, Richard C., Public Speaking as Listeners Like It, New York, Harper & Bros., 1935

Oliver, Robert T. and Rupert L. Cortright, The New Training For Effective Speech, New York, the Dryden Press, 1946











